

How many are they and how much do they spend?



	Beaches	Total
Tourist arrivals (> 16 years old)	4,518,453	13,114,359
Average daily expenditure (€)	134.44	135.94
. in their place of residence	97.44	98.03
. in the Canary Islands	37.00	37.90
Average length of stay	9.3	9.4
Turnover per tourist (€)	1,138	1,141
Total turnover (> 16 years old) (€m)	5,141	14,957
Share of total turnover	34.4%	100%
Share of total tourist	34.5%	100%

Expenditure in the Canary Islands per tourist and trip (€) (*)

	Beaches	Total
Accommodation (**):	44.37	47.11
- Accommodation	38.49	40.52
- Additional accommodation expenses	5.88	6.60
Transport:	25.09	26.01
- Public transport	5.37	5.14
- Taxi	6.85	6.94
- Car rental	12.88	13.93
Food and drink:	140.49	148.33
- Food purchases at supermarkets	60.99	63.46
- Restaurants	79.50	84.87
Souvenirs:	57.58	53.88
Leisure:	34.28	34.52
- Organized excursions	14.13	14.95
- Leisure, amusement	4.50	4.55
- Trip to other islands	2.27	1.85
- Sporting activities	5.17	5.11
- Cultural activities	1.85	2.04
- Discos and disco-pubs	6.36	6.01
Others:	13.23	13.91
- Wellness	3.08	3.23
- Medical expenses	1.56	1.69
- Other expenses	8.60	8.99

How far in advance do they book their trip?



	Beaches	Total
The same day they leave	0.6%	0.6%
Between 2 and 7 days	6.5%	6.3%
Between 8 and 15 days	7.9%	7.9%
Between 16 and 30 days	14.9%	14.7%
Between 31 and 90 days	34.7%	34.3%
More than 90 days	35.4%	36.2%

What do they book at their place of residence?



	Beaches	Total
Flight only	7.3%	8.8%
Flight and accommodation (room only)	25.4%	25.7%
Flight and accommodation (B&B)	7.8%	8.0%
Flight and accommodation (half board)	21.5%	20.4%
Flight and accommodation (full board)	4.1%	4.3%
Flight and accommodation (all inclusive)	34.0%	32.8%
% Tourists using low-cost airlines	48.3%	48.7%
Other expenses in their place of residence:		
- Car rental	11.5%	11.8%
- Sporting activities	5.5%	5.3%
- Excursions	6.0%	5.7%
- Trip to other islands	1.4%	1.6%

How do they book?



Accommodation booking

	Beaches	Total
Tour Operator	41.9%	42.3%
- Tour Operator's website	78.1%	78.8%
Accommodation	13.5%	14.7%
- Accommodation's website	85.2%	83.5%
Travel agency (High street)	22.5%	20.5%
Online Travel Agency (OTA)	17.2%	16.5%
No need to book accommodation	4.9%	6.0%

Flight booking

	Beaches	Total
Tour Operator	44.8%	44.6%
- Tour Operator's website	74.8%	76.3%
Airline	22.1%	24.8%
- Airline's website	96.3%	96.2%
Travel agency (High street)	20.6%	19.1%
Online Travel Agency (OTA)	12.5%	11.5%

Where do they stay?



	Beaches	Total
5* Hotel	5.7%	7.1%
4* Hotel	40.4%	39.6%
1-2-3* Hotel	16.3%	14.6%
Apartment	31.7%	31.5%
Property (privately-owned, friends, family)	3.9%	4.6%
Others	1.9%	2.6%

Who are they?



	Beaches	Total
Gender		
Percentage of men	47.9%	48.5%
Percentage of women	52.1%	51.5%

	Beaches	Total
Age		
Average age (tourists > 16 years old)	44.2	46.3
Standard deviation	15.4	15.3

	Beaches	Total
Age range (> 16 years old)		
16-24 years old	11.0%	8.2%
25-30 years old	13.2%	11.1%
31-45 years old	30.1%	29.1%
46-60 years old	28.9%	30.9%
Over 60 years old	16.8%	20.7%

	Beaches	Total
Occupation		
Business owner or self-employed	20.6%	23.1%
Upper/Middle management employee	38.7%	36.1%
Auxiliary level employee	17.1%	15.5%
Students	7.0%	5.1%
Retired	14.3%	18.0%
Unemployed / unpaid dom. work	2.4%	2.2%

	Beaches	Total
Annual household income level		
€12,000 - €24,000	20.2%	17.8%
€24,001 - €36,000	20.6%	19.4%
€36,001 - €48,000	16.7%	16.9%
€48,001 - €60,000	14.7%	14.6%
€60,001 - €72,000	9.0%	9.5%
€72,001 - €84,000	5.0%	6.0%
More than €84,000	13.9%	15.8%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Beaches

Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by beaches	4,518,453	592,188	1,115,880	1,505,438	1,266,815	27,298
- Share by islands	100%	13.1%	24.7%	33.3%	28.0%	0.6%
Total	13,114,359	2,328,674	1,914,107	3,654,806	4,885,901	221,541
- Share by islands	100%	17.8%	14.6%	27.9%	37.3%	1.7%
% Tourists motivated by beaches	34.5%	25.4%	58.3%	41.2%	25.9%	12.3%

Who do they come with?



	Beaches	Total
Unaccompanied	8.1%	9.1%
Only with partner	47.5%	47.6%
Only with children (under the age of 13)	1.6%	1.5%
Partner + children (under the age of 13)	11.6%	11.8%
Other relatives	6.5%	6.0%
Friends	7.2%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	17.2%	17.5%

* Multi-choice question (different situations have been isolated)

How do they rate the destination?



Impression of their stay	Beaches	Total
Good or very good (% tourists)	94.3%	94.1%
Average rating (scale 1-10)	8.89	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Beaches	Total
Repeat tourists	76.0%	77.3%
In love (at least 10 previous visits)	16.2%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
Germany	28.0%	1,263,619
United Kingdom	24.6%	1,110,176
Spanish Mainland	11.8%	533,675
Netherlands	4.6%	206,325
Sweden	4.0%	180,163
Italy	3.8%	170,346
France	3.5%	159,853
Norway	3.3%	150,192
Ireland	2.6%	117,887
Switzerland	2.4%	107,393

Why do they choose the Canary Islands?



Aspects influencing the choice	Beaches	Total
Beaches	100.0%	34.5%
Climate/sun	93.8%	89.8%
Tranquillity/rest/relaxation	32.0%	36.6%
Scenery	20.8%	21.9%
Visiting new places	8.1%	14.6%
Security	7.1%	11.1%
Price	7.0%	12.7%
Suitable destination for children	4.5%	7.5%
Nightlife/fun	3.4%	3.8%
Ease of travel	3.3%	8.9%
Quality of the environment	3.1%	6.5%
Nautical activities	2.1%	2.2%
Theme parks	2.0%	3.0%
Active tourism	1.9%	5.1%
Shopping	1.5%	2.6%
Culture	1.1%	2.6%

* Multi-choice question

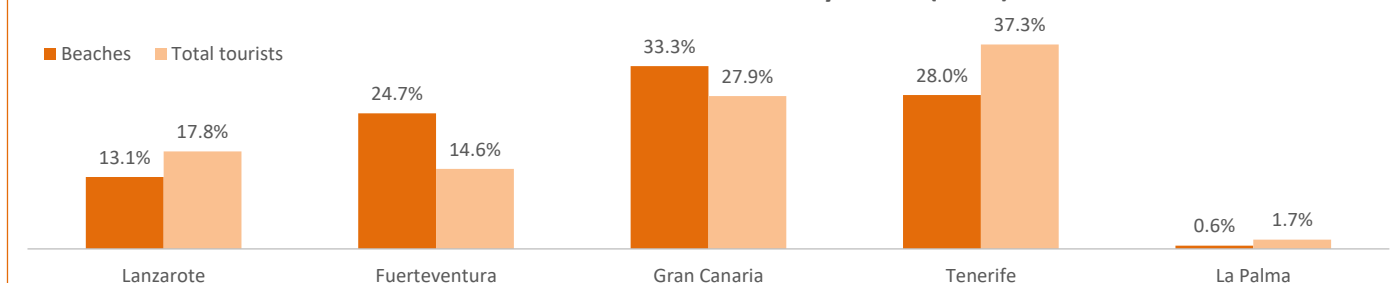
What did motivate them to come?



Aspects motivating the choice	Beaches	Total
Previous visits to the Canary Islands	64.9%	64.1%
Recommendation by friends or relatives	36.4%	34.5%
The Canary Islands television channel	0.3%	0.3%
Other television or radio channels	0.9%	0.8%
Information in the press/magazines/books	3.6%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	7.7%	8.0%
Recommendation by Travel Agency	11.1%	9.7%
Information obtained via the Internet	26.3%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	3.8%	6.1%

* Multi-choice question

Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answered that at least one of him/her three aspects of choice was beaches.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded. (1) Combination of some groups previously analyzed.